

# Lowest Prices!

Selected for *Everyday* savings

You'll find the same Nationally Known Brands, the same High Quality, Guaranteed Meats, the same Sparkling-Fresh Produce! Only the prices have changed... A change that can save you hundreds of dollars yearly! Everything you buy... you buy for less everyday! \* Shop at Lucky and SAVE!

**CHUNK TUNA**  
Chicken of Sea  
LIGHT MEAT  
6 1/2-oz. Can **30¢**

**SOUP**  
CAMPBELL'S  
VEGETABLE BASE  
10 1/2-oz. Can **13¢**

**MAYONNAISE**  
BEST FOODS  
Quart Jar **59¢**

**BIRDS EYE PEAS** 10-oz. Pkg. **16¢**  
**PICTSWEET** CORN MIXED VEG. 24-oz. Pkg. **38¢**  
**MINUTE MAID** Orange Delight 6-oz. Can **6 for \$1**  
**CLAM CHOWDER** SNOW'S 15-oz. Can **29¢**  
**SOUP MIX** LIPTON Chicken-Noodle 2-pk. Pkg. **29¢**  
**SHORTENING** LUCKY 3-lb. Can **59¢**  
**CRISCO** SHORTENING 3-lb. Can **79¢**

**ITALIAN DRESSING** WISHBONE 8-oz. Bot. **37¢**  
**FRENCH DRESSING** 1890 8-oz. Bot. **37¢**  
**SUGAR** SPRECKELS 5-lb. Bag **65¢**  
**SUGAR** SPRECKELS POWDERED 1-lb. Box **2 for 37¢**  
**BROWN SUGAR** SPRECKELS 1-lb. Box **2 for 37¢**  
**LUCKY SALT** 26-oz. Box **11¢**  
**BLACK PEPPER** SCHILLING'S 4-oz. Can **35¢**

**SLICED PINEAPPLE** DEL MONTE 8-oz. Bot. **22¢**  
**CRUSHED PINEAPPLE** JOLE'S 22 Can **29¢**  
**FRUIT DRINKS** Cal Fame 46-oz. Can **25¢**  
**GRAPE JUICE** WELCH 24-oz. Bot. **37¢**  
**PINEAPPLE JUICE** HARVEST DAY 46-oz. Can **29¢**  
**TOMATO SAUCE** HUNT'S 8-oz. Can **3 for 25¢**  
**COCKTAIL SAUCE** DEL MONTE 1 1/4-oz. Bot. **27¢**

**BISQUICK**  
BETTY CROCKER  
40-oz. Box **41¢**

**PITTED OLIVES**  
EARLY CALIF.  
SELECT  
Tall Can **31¢**

**Wonder Bread**  
WAX WRAP  
1 1/2-lb. Loaf **32¢**

**WESSON OIL** 24-oz. Bottle **32¢**  
**CORN OIL** MAZOLA Quart Bottle **59¢**  
**DILL PICKLES** DEL MONTE 22-oz. Jar **38¢**  
**SWEET PICKLES** CH-B WHOLE 22-oz. Jar **45¢**  
**RELISH** MA BROWN - HAMBURGER 13-oz. Jar **29¢**  
**PEANUT BUTTER** SKIPPY 18-oz. Jar **56¢**  
**LOG CABIN SYRUP** 4c Off-24-oz. Bottle **59¢**

**CANDY BARS** Reg. 5c Bars **3 for 10¢**  
**MARSHMALLOWS** MINIATURE Kraft 10 1/2-oz. **24¢**  
**MARGARINE** IMPERIAL 1-lb. Carton **37¢**  
**CUT GREEN BEANS** Harvest Day 303 Can **15¢**  
**PORK & BEANS** VAN CAMP'S 2 1/2 Can **22¢**  
**CHILI BEANS** RANCH STYLE MEXICAN 300 Can **2 for 27¢**  
**DEL MONTE PEAS** 303 Can **19¢**

**HUNT'S CATSUP** 14-oz. Bot. **16¢**  
**MINUTE RICE** 24-oz. Box **70¢**  
**RICE-A-RONI** Golden Grain 8-oz. Box **29¢**  
**TIDE-WHITE KING D** Giant Box **75¢**  
**RINSO BLUE** 10c off - Giant Box **65¢**  
**LUCKY LOW SUDS** 10-lb. Box **1 40**  
**WATER SOFTENER** WHITE KING Giant Box **55¢**

**CIGARETTES**  
FILTER  
KING SIZE  
Carton **2 11**

**PEANUT BUTTER**  
BELL  
16-oz. Jar **55¢**

**GREEN BEANS**  
DEL MONTE  
FRENCH STLYE  
303 Can **25¢**

**CORN SYRUP** KARO BLUE 24-oz. Bottle **31¢**  
**PRESERVES** WELCH-Fruit of Vine GRAPE 20-oz. Jar **45¢**  
**KLEENEX** FACIAL TISSUE 400-ct. Box **23¢**  
**PAPER NAPKINS** ORCHID Ass'd. CELLO 360-ct. **47¢**  
**COLORTEX** ASST'D PAPER NAPKINS 60-ct. Pkg. **8¢**  
**PAPER TOWELS** SCOTT BIG ROLL 200-ct. Roll **29¢**  
**TOILET TISSUE** ZEE 4-roll Pkg. **35¢**

**PEAS** ROGER'S BIT O' HONEY 303 Can **17¢**  
**TOMATOES** RIALTO 2 1/2 Can **20¢**  
**PEAS & CARROTS** LIBBY'S 303 Can **20¢**  
**NIBLET'S CORN** 12-oz. Can **18¢**  
**CORN** DEL MONTE GOLDEN CREAM STYLE 303 Can **6 for \$1**  
**TOMATO JUICE** LIBBY'S 46-oz. Can **28¢**  
**TOMATO JUICE** HARVEST DAY 46-oz. Can **25¢**

**LUCKY CLEANSER** 14-oz. Can **10¢**  
**CLOROX** LIQUID BLEACH 1/2-gal. Bot. **39¢**  
**LIQUID BLEACH** LUCKY 1/2-gal. **29¢**  
**AMMONIA** GOODWIN Qt. Bot. **27¢**  
**VANISH** BOWL CLEANER 35-oz. Can **39¢**  
**AJAX** LIQUID CLEANER 28-oz. Bot. **68¢**  
**DETERGENT** LUCKY PINK LIQUID 32-oz. Bot. **48¢**

**TV DINNERS**  
SWANSON  
Reg. Pkg. **49¢**

**FACIAL TISSUE**  
LUCKY  
400-ct. Box **18¢**

**Fruit Cocktail**  
DEL MONTE  
2 1/2 Can **37¢**

**MODESS** SANITARY NAPKINS 24-ct. Box **69¢**  
**ALUMINUM FOIL** REYNOLD'S 25-ft. Roll **30¢**  
**PAPER PLATES** BONDWARE 40-ct. Pkg. **49¢**  
**SANDWICH BAGS** ZEE 30-ct. Pkg. **8¢**  
**SALAD DRESSING** LUCKY 24-oz. Jar **37¢**  
**MIRACLE WHIP** Quart Jar **55¢**

**FRUIT COCKTAIL** HARVEST DAY 303 Can **21¢**  
**APPLE SAUCE** STOKELY 303 Can **21¢**  
**APPLE SAUCE** HARVEST DAY 2 1/2 Can **27¢**  
**CLING PEACHES** DEL MONTE 2 1/2 Can **27¢**  
**PEARS** HARVEST DAY 2 1/2 Can **39¢**  
**PLUMS** LIBBY'S DE LUXE 303 Can **23¢**

**EVEN FURTHER PRICE PROTECTION FOR YOU!**  
In the event wholesale costs decline, we will immediately reduce retail prices even further.

**EVERYDAY SAVINGS ON HEALTH & BEAUTY AIDS**

**ANACIN TABLETS**  
Bottle of 100 Tablets—Fast Pain Relief—\$1.25 VALUE  
OUR DISCOUNT PRICE **1 03**

**COLGATE** Family Size TOOTH PASTE 83¢ VALUE  
OUR DISCOUNT PRICE **64¢**

**MICRIN ANTISEPTIC** Economy Size—\$1.29 VALUE—OUR DISCOUNT PRICE **.99**

**ST. JOSEPH COUGH SYRUP** 4 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.54**

**DRISTAN SPRAY** Large size—\$1.99 VALUE—OUR DISCOUNT PRICE **1.57**

**ALKA-SELTZER** Bottle of 25—\$1.25 VALUE—OUR DISCOUNT PRICE **.45**

**BEN-GAY GREASELESS RUB** 8 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.73**

**VICKS VAPO-RUB** 8 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.72**

**CODE 10 HAIR DRESSING** Large size—79¢ VALUE—OUR DISCOUNT PRICE **.58**

**PINAUD SHAVE BOMB** 8 1/2 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.57**

**AQUA VELVA AFTER SHAVE LOTION** 7 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.53**

**ELECTRIC SHAVE** 8 1/2 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.57**

**SOFTIQUE BATH OIL** Large size—\$1.99 VALUE—OUR DISCOUNT PRICE **1.58**

**POND'S VANISHING CREAM** 7 1/2 1/2 VALUE—OUR DISCOUNT PRICE **.66**

**Plush Toys and Housewares**

**VALENTINE PLUSH ANIMALS** \$2.00 VALUE—OUR DISCOUNT PRICE **2.27**  
4 assorted styles, in an assortment of colors, ranging in heights from 9 inches to 14 inches.

**VALENTINE PLUSH ANIMALS** \$4.00 VALUE—OUR DISCOUNT PRICE **2.96**  
3 assorted styles, 12 inches and 16 inches high.

**VALENTINE PLUSH ANIMALS** \$5.00 VALUE—OUR DISCOUNT PRICE **3.87**  
4 assorted styles, 3 sizes to choose from 16 inches, 18 inches and 22 inches.

**PLUSH POODLES AND LIONS** \$1.00 VALUE—OUR DISCOUNT PRICE **7.87**  
Real cuddly and large size 26 inches tall in an assortment of colors—Wanted by all the Kiddies!

**FREE KITE**  
WITH 25¢ BALL OF TWINE  
39¢ VALUE  
OUR DISCOUNT PRICE **19¢**  
800 FT. OF TWINE AND A SPACE MASTER TOP FLIGHT KITE IN AN ASSORTMENT OF COLORS.

**VEGETABLE BINS** \$1.00 VALUE—OUR DISCOUNT PRICE **.58**  
Assorted colors. Polyethylene. They stack for ventilation.

**35-QT. WASTE BASKET** \$1.49 VALUE—OUR DISCOUNT PRICE **.96**  
Marproof, Polyethylene, water tight, rustless, assorted colors.

**40-QT. SIZE HAMPER** \$2.99 VALUE—OUR DISCOUNT PRICE **1.96**  
Polyethylene in assorted colors, marproof, vented, rustless and water tight.

**VALENTINE CARDS**  
AT LUCKY'S LOWER DISCOUNT PRICES!  
Wonderful Selection for Kiddies and Sweethearts.

**Lucky STORES**  
Shop Any Day... Save Every Day



**DRIVE STARTS...** Chamber President George Post takes delivery of tickets for the March 14 concert of the Los Angeles Philharmonic scheduled as a benefit for the Torrance Area Youth Band from Jean Clawson, one of the band's busy backers. The March 14 concert will be capped with a champagne reception for the \$10 ticket holders. (Herald Photo)

**Men's Trends**  
by Lou Schlanger

We've talked to a few maitre d's and received confirmation that they usually pre-judge a man's taste in foods and in wines... by his clothes! Because of that, the well-dressed man... even if a complete stranger in a particular restaurant... will not be kept waiting, will get an excellent table and will be afforded superb service.

Now, we're not gullible... and we know that the maitre d' may well be motivated by his intuitive feeling that a man of good status is also a good tipper. But the point here is: if you want to impress a beautiful date, a client or, of most importance, your wife, put on the best bib-and-tucker when you go out to a restaurant to dine, be it the Pizza Palace or the Plush Horse!

**TREND (Schoolboy Division):** Parents might want to revise their opinions of what the young men of school and college age are wearing, before going shopping with the lads... for an important transition has taken place. Boys-in-the-know, while they haven't yet turned conservative, are dressing a bit like adults, reports the American Institute of Men's and Boys' Wear. In fact, fathers just might find their snap-tab shirts and ties (if slim enough) appropriated by their young ones!

**SKIWEAR REPORT:** The most popular garment in the Austrian Tyrol is the "walk-janker" or boiled jacket! It is a loosely knitted sweater, three times too large, which is then boiled and shrunken to size. The shrinkage makes it warm, water-repellent and ideal for skiing... Most European skiers wear leather packs that hold their ski accessories and which hang from the hips in back. They are called, logically enough, "fanny packs"!

**RULE OF CONTRASTS:** With the increased popularity of fancy-patterned business shirts it might be worthwhile to again mention this important rule of grooming. Do not wear a BOLD striped shirt with a BOLD striped suit, or a BOLD plaid with a plaid suit. Instead, combine the neat or plain with bold, the bold with neat or plain. One plays down the fancy or peps up the drab.

**CLOTHING CHECK-UP:** Men should make it a point occasionally to check their wardrobe to determine what they haven't worn in a long time, and probably will never wear again! (Men have a fault of holding on to things!) If there are such things, they should be disposed of. They take up valuable room in closets, often crushing and musing the things worn regularly.

**DRESS TIPS:** If the clips on a bow tie become loose, they can be tightened for a better grip with a pair of pliers... If a tie doesn't hang perfectly straight, give the ends a stretch. This will usually smooth out the bias-cut lining... Get chewing gum off shoe soles by rubbing with a wad of absorbent cotton soaked in hot water. Then saturate another with turpentine to get off the remainder.

**SPOTS OUT:** Colorless soft drink spills may turn into stains if not treated at once. Sponge them with cold water, then rub glycerin into stain and let stand for half-hour. Then launder the area in hot suds... Play safe when using a solvent to remove spots: (1) work in a well-ventilated room, (2) do not lean close and breathe solvent vapors, (3) use only a little solvent at a time, and keep bottle stoppered, and (4) if you spill solvent on your skin, wash it off at once.

**ODD ITEMS:** As the days and, until the Renaissance, gloves were worn exclusively by men!... Did You Know?—When you tip your hat, it's today's version of the raising of the visor of one's helmet... to prove that you were friend, not foe.

**REMEMBER**—when you weren't properly "dressed" when out for a Sunday stroll unless you carried an umbrella? Yes! They are trending back!... Lovelies—You hear more about Scottish clan tartans than about crests for those of Irish ancestry—but there are more than 600 of the latter. Look them up, you wearers of the green, and attach the crest to your blazer pocket.

**INDIA BOUND**  
Dr. W. Ballentine Henley, president of the California College of Medicine, will represent President Carl P. Miller at the first district conference of Rotary International in Mysore India, in March.